



# MONTANA

## TRAVEL NEWS

TRAVEL PROMOTION UNIT, DEPT. OF HIGHWAYS, HELENA, MONTANA 59601 - VOL. 3, NO. 1, 1976



## CONFERENCE ON TRAVEL MAY 5-6 IN BILLINGS



WINTER RECREATION WRITERS from newspapers and magazines across Canada were welcomed to Montana by Governor Thomas L. Judge as an opening event in the internationally-flavored WINTER OF '76 writers' tour that recently hosted 22 travel writers to Montana ski areas.

## WRITERS MEET MONTANA

Montana travel was given an international emphasis for the Bicentennial Year of 1976 with a Winter of '76 writers' tour involving U.S. and Canadian winter recreation writers.

The tour, sponsored by the Montana Travel Promotion Unit, involved 22 writers with 16 of the participants representing Canadian publications. Invitations were sent to Canadian writers as a support-

tive venture following an emphasis on attracting Canadian vacationers to Montana travel destinations developed during 1974. Since the thrust to attract the Canadian travel market was initiated, travel from the provinces has increased substantially with Canadian visitors spending \$28 million in the Old West region in 1975 alone.

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An overall view of an industry that has grown from a seasonal vacation venture into a sophisticated business and a potent economic force will characterize Travel Roundup, the third annual Governor's Conference on Travel.

The Travel Roundup will be held May 5 and 6 in Billings with headquarters for the conference to be centered at the Northern Hotel, according to Josephine Brooker, director of the Montana Travel Promotion Unit.

Key speakers will be Governor Thomas L. Judge opening the noon luncheon meeting May 5; Creighton Holden, Assistant Secretary of Commerce for Tourism, U.S. Dept. of Agriculture, Washington, D.C.; and Wayne Chatten, Director, Native American Program, ARBA. Senator Margaret Warden (Cascade County) will speak on "A Legislator Looks at the Travel Industry."

Also slated for the Governor's Conference are a review of travel promotion plans for the 1976 spring and summer seasons including details of a \$200,000 "blitz" advertising campaign scheduled for metropolitan Chicago and funded by the Old West Regional Commission, and an update on the camping industry to be presented by Jim Collins, president of Kampgrounds of America, Inc.

Premier of an all-new travel industry film featuring key travel people from throughout the state has been arranged, and early arrivals will be treated to a film festival on the morning of May 5 of newest

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# NEW THRUST IN TRAVEL PROMOTION

## MONTANA PART OF A 5-STATE CAMPAIGN

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Brooker said the advertising campaign, directed to the 7.5 million residents of greater Chicago, has been designed to establish a regional identity for the five states of the Old West region and to create a favorable public image of the region, with the ultimate goal being to attract visitors to vacation destinations in the five states.

The \$200,000 block-buster campaign is slated to start in April and will be funded by the Old West Regional Commission. Opportunities will be made available for tie-in advertisers, and it is anticipated that some carriers to the area will tie in with promotions to the travel trade.

"Chicago is a prime market for this area," Brooker said, "but the large media outlet in Chicago makes it difficult and expensive for just one state to advertise effectively in that market." The substantial profile of the campaign has already interested airlines and other large-scale travel businesses in cooperating in the campaign.

The promotion is the first of this kind in saturating one large city, and the Nielson Service has been retained for studies before and after the promotion to determine improvement in the public image of the region.

## Travel Conference

(Continued from Page 1)

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of the travel industry.

Seminar sessions will cover highway signing regulations, presented by Homer Wheeler of the Montana Department of Highways. Two sessions will be presented by editorial representatives of *Better Homes and Gardens*, detailing the goals and requirements of travel writers writing travel articles for national publications. *History as a Travel Incentive*, touching on potentials for the Bicentennial Year, will be the subject of a panel discussion.

Hank Demons, manager of Montana Travel Hosts and membership director of the Montana Chamber of Commerce, will review MTH activities and areas of cooperation, and a personally guided tour of Billings' new Metra Building facility will be offered.

## Travel Scene On Montana

Montana is the focus of the March issue of *TravelScene* magazine, a publication slanted for trip planners, tour agents, travel counselors, convention and meeting planners and airlines travel promotion, according to an announcement by the Travel Promotion Unit.

The travel magazine features two articles on Montana — one an in-depth article outlining travel attractions, tour offerings, convention facilities and the selling points for Montana, and the other a contemporary profile of the Big Sky State. In addition, the Travel Promotion Unit has placed an advertisement especially designed for the travel trade, and advertisements were also placed by several Montana travel industry businesses and attractions.

## INVITE A FRIEND CAMPAIGN UNDERWAY

The Travel Promotion Unit's annual "Invite a Friend" campaign designed to encourage Montana residents to send names and addresses of non-residents to the Unit to receive Montana travel information is in progress in order to take advantage of Bicentennial travel interest.

Last year 9,100 out-of-state inquiries were received as a result of the Invite a Friend campaign. Conversion studies indicated that the inquiries resulted in a 50 percent response with 4,550 vacation parties coming into Montana. Each party

spent an estimated \$326 in Montana, resulting in an addition of \$1,483,300 to income generated by the travel industry.

Newspaper ads containing the coupon below appear in selected publications, and the coupon and promotional material are included in bank statements prepared by banks cooperating in the campaign. In addition, television and radio announcements invite Montana residents to take advantage of the campaign and submit names of out-of-state friends and relatives who would be interested in receiving Montana travel information.

GOVERNOR'S OFFICE  
HELENA, MT 59601

*I would like you to send a 40-page Montana Highway Map and Travel Guide to the friend I have listed below. I understand it is free.*

FROM	MY NAME _____ CITY _____
TO	NAME _____
	ADDRESS _____
	CITY _____ STATE _____ ZIP _____

If you wish books sent to additional friends, please list their names and addresses on a separate piece of paper.

PLEASE PRINT OR TYPE CLEARLY



# Montana... land of history and adventure



A Bicentennial montage of the history of Montana is the focal point of the 1976 Montana Highway Map, expected to be available for distribution in two weeks. The montage is an original work executed by Frank Holub, art director for Sage Advertising of Helena, and features major elements in Montana history including cattle, forts, gold mining, early-day towns, agriculture, rodeo, Lewis and Clark, Custer, Sitting Bull, Chief Joseph, and Charlie Russell, and incorporates outstanding natural assets such as forests, fishing,

wildlife, and scenic attractions. Cover of the 1976 map is a photograph of the Bob Scriver sculpture of Lewis and Clark and Sacajawea, to be dedicated in Fort Benton in June as a Bicentennial observance, printed over an illustration of the Charles Russell painting "Lewis and Clark Meeting the Flatheads at Ross' Hole." The highway map is printed annually to replenish supplies used every year and is distributed free of charge by the Montana Department of Highways.

## FAM TOURS PLANNED FOR TRAVEL AGENTS

Travel agent familiarization tours to Montana planned for 1976 will introduce Montana vacation destinations to a wide range of market areas, according to Pat Downs, Coordinator of the Tours Division of the Montana Travel Promotion Unit.

In an early March tour, Northwest Airlines worked with the Tours Division to host 16 travel agents from market areas that included Cleveland, Detroit, Chicago, Ann Arbor, Niagara Falls and Akron to Montana vacation opportunities in West Yellowstone, Yellowstone National Park and at Big Sky of Montana.

Two tours planned in cooperation with Western Airlines and

Frontier Airlines will involve travel agents from California in a tour of Great Falls, Glacier National Park, Kalispell, Virginia City, Big Sky of Montana and Butte. The first of the California agent tours is scheduled for June 22-28, with the second slated for mid-September.

A Montana post-DATO familiarization tour especially designed for foreign travel agents is scheduled for August 25-29 with additional fam tours in planning stages, Mrs. Downs said.

The FAM tour schedules are planned to increase travel to Montana by introducing travel agents and tour booking service personnel to various Montana attractions.

## MONTANA EVENTS LISTED IN NEW BICENTENNIAL BOOK

The Bicentennial Edition of *Festival USA 1976*, produced by the United States Travel Service for distribution in the United States and abroad, lists seven events scheduled in Montana during 1976.

Listed in the comprehensive brochure for February was the Whitefish Winter Carnival, with the National Cross-Country Championships listed for Big Sky of Montana in March, the Miles City Bucking Horse Sale entered for May, the North American Indian Days at Browning and the Montana State Fair at Great Falls listed for July, the Red Lodge Festival of Nations included for August, and performances at the Old Opera House in Virginia City listed among long-run events for the Bicentennial Year.



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HELENA, MT 59601

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MY NAME \_\_\_\_\_ CITY \_\_\_\_\_

TO

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

If you wish books sent to additional friends, please list their names and addresses on a separate piece of paper.

PLEASE PRINT OR TYPE CLEARLY



## CANADIAN TRAVEL UP IN OLD WEST REGION

The Old West region of Montana, North Dakota, South Dakota, Wyoming, Nebraska, Colorado and Utah hosts about 211,000 Canadian vacationers annually — who spend a reported \$28,000,000, according to Bill Honerkamp, State Travel Director of the South Dakota Division of Tourism and a member of the Old West Trail Board of Directors.

Commenting on new Canadian market research conducted by the U.S. Travel Service, Honerkamp said, "Potential target markets in Canada from Old West trade promotions are cleancut, as 75% of our Canadian visitors originate from the Prairie Provinces, 80% are city dwellers, 82% are English-speaking, and 80% arrive by auto." The USTS research also indicated that Canadians tend to travel earlier in the year than American tourists.

Honerkamp said the states of Montana, North Dakota and South Dakota will participate in an advertising campaign in Canadian media under the joint banner of the Old West Trail for the third year, with initial plans calling for a \$70,000 media campaign in the Prairie Provinces.

### Long Fourth of July Being Considered For Bicentennial

Friday, July 2, 1976 would be declared a legal public holiday and the period from July 2 through July 5 would be designated a period of commemoration of America's Bicentennial if present legislation in the U.S. House of Representatives and the U.S. Senate is approved, according to Discover America Travel Organizations, Inc.

DATO, supporting the legislation, believes Congress will vote in favor of the legislation as a 200th anniversary gift to the nation. In commenting on the general trend of Congress toward travel, DATO president William Toohey said that of the more than 11,588 bills introduced in the 94th Congress as of the end of summer, 117 dealt directly with the tourism industry.



THE DISCOVERY BASIN SKI SCHOOL staff receives regular training in techniques of public relations as well as in ski instruction, according to Jerry Gamroth, manager of the ski development. The ski-school staff is taught how to handle specific problems, such as showing out-of-state visitors how to handle high altitude skiing and different snow conditions. "People coming from the East are accustomed to hard pack skiing," Gamroth says, "and skiers from the coast areas are used to wet, heavy snow — and all of them need a tip or two to ski well on Montana's dry powder." Ski instructors drilled in good public relations attitudes work to insure skiers a good time and a memorable experience at Discovery Basin, making potential repeat customers out of every newcomer to the Discovery Basin facility.

## Tourism Is Natural Montana Industry

The most natural industry for the Old West area of Montana, North Dakota, South Dakota, Wyoming and Nebraska is tourism, according to research conducted by the Stanford Research Institute of Menlo Park, California.

Donald Green, associate executive director of the institute, stated, "Tourism would be the most natural thing for the five states in the region" and commented that although agricultural production is the major economic force in the five states, "the one area that has the most regional appeal is tourism." Pointing out that tourism requires little capital investment to bring in large amounts of new money, Green added that tourism would have the "fastest payoff of any new economic expansion for the region."

## SURVEY INDICATES INTEREST UP IN BICENTENNIAL VISITS

A national public opinion survey indicates that 32 percent, or about 46 million, of the United States adult population is at least tentatively planning a visit to a Bicentennial site or event on a 1976 vacation. The Bicentennial Travel Intentions Survey-2, compiled by the American Revolution Bicentennial Administration (ARBA) Data Center also indicates that the automobile or camper will dominate Bicentennial travel more than on normal vacation trips.

The survey also pointed to significant interest in travel to regions away from the East Coast and indicated that the fear of crowds and congestion has declined as a concern among the public.

## SURVEY SHOWS TRAVEL ADS PUSH PROFITS

Nearly 36 percent of the people who requested travel information as a result of advertising placed in magazines by the Montana Travel Promotion Unit actually vacationed in Montana in 1975, according to a study by the Montana Department of Highways.

The survey showed that those who came to Montana as a result of the magazine ads averaged 3.4 persons per party and spent 9.4 days in the state. The travelers spent \$95 per person per visit, for an overall average of \$323 per party per trip. In contrast, travelers who came to Montana without the influence of the state's travel advertising consisted of 3 persons per party who spent only 3.5 days in the state and spent only \$145.38 per party per trip.

The conversion study was based on ads placed in *Better Homes and Gardens*, *McCalls*, *Motorland*, *Outdoor Life*, *Redbook*, *Sports Afield*, *Sunset*, and *Woman's Day*, emphasizing Montana's family recreation potential and its outdoor attractions. Total cost of the ads was \$62,479, resulting in 26,109 inquiries for a total ad cost per inquiry of \$2.39. With the total income response from the ads averaged at \$3,012,475, each ad inquiry brought in \$115 for a \$112.62 profit over and above the ad cost per inquiry.

Based on these averages, projected figures for a total of 158,044 inquiries through October 31 would account for \$18,224,212 being brought into the state from responses to the magazine ad program alone.

### MONTANA TRAVEL NEWSLETTER

published as a report on  
Montana's Tourist Industry

by

The Travel Promotion Unit,  
Department of Highways

Helena, Montana 59601  
Telephone: 449-2654

## THE MONTANA SUBJECT: POPULAR FEATURE IN MAJOR MAGAZINES

An April issue of *Grit* magazine, weekly publication with a circulation of more than 1,250,000, will carry a story on Montana profusely illustrated with color photos furnished by the Montana Travel Promotion Unit, according to Josephine Brooker, Unit Director.

In addition, Montana will be the feature story of the May issue of *National Geographic Magazine* in a profile article written by Mike W. Edwards and illustrated primarily by Nicholas DeVore, free lance photographer on assignment with

*National Geographic* who spent three months in Montana photographing aspects of the Big Sky State for the *Geographic* article.

Northwest Orient's prestigious in-flight magazine *Passages* will publish two articles on Montana over the next few months, both written by the Montana Travel Promotion Unit, while both *Sunset* and *Motorland* magazines will feature Montana skiing in upcoming issues.

The January, 1976 issue of *Field and Stream* carried a story titled *Put Your Fishing on Ice*, themed around ice fishing at Canyon Ferry Lake, written by Jim Tallon, former writer for the Travel Promotion Unit now living in Arizona.

### "Red Sunday" Wins More Awards in Film Competition

The Board of Directors of the National Cowboy Hall of Fame has notified the Travel Promotion Unit that "Red Sunday", a film depicting the action and events that led to the Battle of the Little Big Horn, has been selected "Best Western Documentary Film for 1975-76." The prestigious honor will be awarded at formal ceremonies in April at the Western Heritage Award Banquet.

Josephine Brooker, Director of the Travel Unit, accepted another award for the film when it was judged first place winner in the U.S.A. Travel-Government Agency Category of the H. Werner Buck eighth annual travel film festival in Anaheim, California.

In a previous competition the film was awarded a Cine Golden Eagle as Historical Documentary first place winner, one of cinematography's most coveted acknowledgements of excellence, Ms. Brooker said.

*Red Sunday* was produced by James Graff of Billings and Robert Henkel of Helena and was photographed by Jim Kelly, former Montanan now living in Toronto. The film was sponsored by the Montana Travel Promotion Unit, the Montana Bicentennial Administration, the North Dakota Travel Division, and the North Dakota Bicentennial Administration.

## TRAVEL ATTRACTIONS TO BE FEATURED IN TRAVEL GUIDE '76

Advertising and written material emphasizing Montana travel attractions and vacation opportunities will be featured in the 34-page *Old West Trail Vacation Guide '76*.

The *Vacation Guide* will be mailed to the first 300,000 prospective vacationers to write one of the Old West Trail travel departments for vacation literature, according to Charles Donnelly, OWT Executive Director and editor-publisher of the *Guide*. An additional 200,000 copies will be held back for highway distribution during the summer travel season, with the majority of the reserved copies placed on interstate entry points throughout the OWT region.

*Vacation Guide '76*, printed in full color, includes 14 pages of image-building photos, stories and maps of the four Trail states, and represents over 250 tourism businesses offering a full range of attractions and services for the vacation consumer.



# TRAVEL WRITERS

(Continued from Page 1)

The Canadian writers toured Big Mountain, where Governor Thomas L. Judge welcomed the writers to Montana, and then sampled Montana skiing on an eight-day junket that included skiing at Montana Snow Bowl, Discovery Basin, Bridger Bowl and Big Sky of Montana with cross country skiing at Big Sky, Yellowstone National Park and with Yellowstone Nordic at West Yellowstone, and snowmobiling with Bill Howell's West Yellowstone operation. The group was also hosted at the Outlaw Inn in Kalispell and at Fairmont Hot Springs, and Bozeman's Holiday Inn and Ramada Inn with accommodations arranged through the Bozeman Visitors' Center.

The Canadian writers were selected through the cooperation of the United States Travel Service, which also arranged all transportation to Montana and paid in-state transportation costs for the group. The Canadian writers included E. J. Mannion, president of Magna Media, Ltd., publisher of *Canadian Magazine*, top Sunday publication similar to the *Parade* Sunday supplement; Gilles Boyer representing *Le Soleil*, Quebec City; Pierre LaSalle, *Montreal Dimanche Matin*; Daniel Rioux, *Le Journal de Montreal*; Bud Fisher and B. R. Reid representing *Ski Canada Journal*; Ed Pollack, editor of *The Hamilton Spe-*

*cial*; Bruce Rae of *The Toronto Sun*; Brian Conch of *The Financial Post*; Jerry Wolfram of *St. Catharine's Standard*, Shirley MacDonald, *Orillia Daily Packet and Times*; Moira Hunt, CKVR-TV, Mark Rogers, CFTR Radio; Stewart Hollaway, CJOY Radio, and Carolyn Omand representing Heal Shaw Walden Ltd.

During the period the Canadian contingent was touring Montana winter recreation spots, a second contingent involving U.S. ski writers toured Red Lodge Mountain, Bridger Bowl, Big Sky of Montana, Yellowstone National Park, West Yellowstone, Montana Snow Bowl and Big Mountain. The U.S. contingent involved professional ski writers Ben Rinaldo, representing *The Skier*, Harriet and Terry King writing for *Northwest Skier*, *Western Canada Skier* and several East Coast newspapers, and Lora Finnigan, winter recreation feature writer for *Sunset Magazine*.

A final schedule for the Winter of '76 writers' tour followed the initial tours during the first week of February with Martin Harney of *Skisport*, Marla Strong writing for *The Calgary Herald*, and Bill Turkula, sports writer for *The Fargo Forum*. The February group skied Montana Snow Bowl, Big Sky of Montana, West Yellowstone, Yellowstone National Park and Bridger Bowl.

As part of its program of encouraging and assisting professional writers in promoting the Montana subject, the Travel Promotion Unit

assisted in making a travel itinerary emphasizing cross country skiing for Lynne Ferrin, writing for *Motorland* magazine for an upcoming issue. As a result of the Winter of '76 emphasis, articles promoting the Montana winter sports scene have already appeared in publications including *The Skier*, *Le Journal de Montreal* and *The Fargo Forum*, with articles slated for current issues of *Northwest Skier*, *SkiSport*, and *Canada's Financial Post*.

## PREVIEW OF UPCOMING TRAVEL EVENTS

### March

**7-14**—Southwest Sports and Vacation Show, Dallas

**12-21**—Sports, Travel and Boat Show, Milwaukee

**26-April 4**—Boat, Sports and Travel Show, Minneapolis

### April

**3-11**—Recreation Show, Los Angeles

**8-11**—Montana Trade Showcase '76, new Metra Building, Billings

**13-15**—Meeting Mart, Chicago

### May

**5-6**—Third Annual Travel Roundup (Governor's Conference on Travel), Billings

### August

**22-25**—DATO International Pow Wow, Salt Lake City

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LEGISLATIVE COUNCIL  
ROSE WEBER  
STATE CAPITOL  
HELENA, MONTANA 59601

Bulk Rate  
U.S. Postage  
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Helena, MT.

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